

Специалност: ПСИХОЛОГИЯ					
Докторантска програма по Културна и Диференциална психология с обучение на английски език					
Докторантска година: Втора					
Семестър на обучение (римска цифра/ 3 – зимен, Л – летен)	Название на курса	Форма (Л-лекции, С – семинар, У – упражнение)	Кредити (ECTS credits)	Длъжност и име на преподавателя	Договор (Щ – щатен, Х – хоноруван, Г – гост-лектор)
III/ Л и/или IV / 3	На английски език: Virtual World and Social Networks Psychology	Л 60	10	Проф. дпсн Ирина Зиновиева	Щ

**PH. D. PROGRAMME  
IN CULTURAL AND DIFFERENTIAL PSYCHOLOGY**

**VIRTUAL WORLD AND SOCIAL NETWORKS PSYCHOLOGY  
SYLLABUS**

**Lecturer: Prof. IRINA ZINOVIEVA**

### Summary

The course on Virtual World and Social Networks Psychology presents the major changes in perception, memory, organisation of thought, learning strategies, personality, and self, due to virtual world participation. It covers a number of practical applications such as virtual self-presentation, identity shift, and accumulation of social capital. Special attention is paid to decision-making - both on personal and professional matters - with and without social networks as well as to advertising and doing business in social media.

<b>Topic</b>	<b>Workload (hours)</b>
Hedonic regulation of Internet behaviour. Pleasure hunting. Unlimited choice. Propensity for rule braking. Procrastination.	4
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Changes in human perception, and memory.	4
Changes in learning strategies in the virtual world.	4
Consequences of continuous connectedness. Opportunities and treats.	4

Differences between the real-life and virtual Self. Identity shift. Virtual identity capital.	4
Ubiquitous connectivity and Relational Self.	4
Living in alternative worlds and maintaining alternative selves. Second Life and Twitch existence.	4
Computer games as precursors of virtual social networks. Advantages gained from computer game participation.	4
Virtual communities for personal and professional purposes: advantages and disadvantages of on-line communication. Personality traits facilitating virtual team performance. Trust in virtual communities.	4
Social networks. Self-presentation in social networks. Self-presentation in embedded contexts.	4
Decision-making for personal matters with social networks.	4
Decision-making for professional matters - with and without social networks.	4
Advertising in social networks.	4
Doing business in social networks. New professions and implications for the existing ones.	4

### Further reading

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- Marshall, P.D. (2010). The promotion and presentation of the self: celebrity as marker of presentational media, *Celebrity Studies*, 1(1), 35-48.
- Mennecke, B.E., D. McNeill, M. Ganis, E. M. Roche, D. A. Bray, B. Konsynski, A. M. Townsend, J.Lester (2008). Second Life and other virtual worlds: A roadmap for research, *Communications of the Association for Information Systems*, (22, article. 20), pp. 371-388.
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- Walther, J. B., Loh, T., & Granka, L. (2005). Let me count the ways: The interchange of verbal and nonverbal cues in computer-mediated and face-to-face affinity. *Journal of Language and Social Psychology*, 24(1), 36–65.
- Wilson, M. J., Straus, S. G., & McEvily, B. (2006). All in due time: The development of trust in computer mediated and face-to-face teams. *Organizational Behavior and Human Decision Processes*, 99, 16–33.